

**CITY OF SAN DIEGO  
M E M O R A N D U M**

**DATE:** July 28, 2010

**TO:** Public Services & Neighborhood Safety Committee

**FROM:** Beth Murray, Deputy Director, Economic Development, CPCI

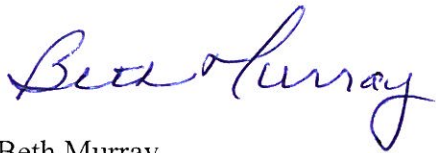
**SUBJECT:** Recommended Revisions to the FY 2011 Uptown Community Parking District Implementation Plan

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It has come to our attention that several of the Bankers Hill/Park West projects listed in the FY 2011 Uptown Community Parking District Implementation Plan are planned to be studied in the Uptown Community Plan Update process. The City Planning and Community Investment (CPCI) Department is currently undertaking an overall Community Plan Update (CPU) for the Uptown Community. The CPCI Department has communicated with community members that elements of the Hillcrest Corridor Mobility Plan would not be implemented until it is properly vetted during the CPU process.

While many of the projects identified in the attachment are operational improvements that may not necessarily be inconsistent with the Mobility Plan they do need to be vetted. Additionally, because the Mobility Plan was evaluated as a comprehensive plan for the corridor as an entire system it may not make sense to implement isolated elements of the plan without other elements.

For these reasons, staff is recommending that the projects identified on the attached pages be removed from the in the FY 2011 Uptown Community Parking District Implementation Plan.



Beth Murray

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Attachment

Cc: Don Mullen, PS&NS Committee Consultant  
William Anderson, FAICP, Director of CPCI  
Carol Schultz, Executive Director, Uptown Partnership

PROJECT LIST	DESCRIPTION	CPD Contract Funds	Other Partnership Funds	Total Funds
<b>UPTOWN</b>		<b>\$1,954,430</b>	<b>\$0</b>	<b>\$1,954,430</b>
1. UPTOWN Bicycle Rack Program	Encourage an alternative travel mode by installing bike racks in convenient locations (outside Bankers Hill-Park West, which has its own project). Work with community members and Bike Coalition to conduct research and development. <i>Implements CP 100-18 C.2.e.</i>	\$20,000	\$0	\$20,000
2. UPTOWN Mobility Element of Community Plan Update	Fund mobility study of First Avenue for inclusion in Uptown Community Plan update; detailed study of First Avenue was not included in the City's Hillcrest Corridor Mobility Strategy of 2007. <i>Implements CP 100-18 C.2.a-e.</i>	\$50,000	\$0	\$50,000
3. UPTOWN GPS Parking Data Base; Special Parking Zone Analysis	Link GPS locations of on- and off-street parking to analysis of parking patterns. Use data to recommend strategies to minimize impacts of red curbs and special zones and to optimize on-street parking use at 85%. Data transfer to Uptown Partnership likely in FY2009-10. <i>Implements CP 100-18 C.2.</i>	\$40,000	\$0	\$40,000
4. UPTOWN Upgrade Existing Meters	Upgrade existing meters to multispace and single-head meters that provide modern payment options, reduce environmental impact, and increase efficiency. Reserve at least \$200,000 for single-head meter purchases. <i>Implements CP 100-18 C.2.a.b.</i>	\$763,690	\$0	\$763,690
5. UPTOWN Modify Meter Rates, Time Limits, and Enforcement Hours	Conduct analysis to verify adjusting meter rates, time limits, and enforcement hours to support the goal of 85% utilization. Initiate adjustments in strategically selected areas (pilot projects). Cost of research in FY2010-11 comprises staff time only. <i>Implements CP 100-18 C.2.a.b.</i>	\$13,050	\$0	\$13,050
6. UPTOWN Site Upgrades for Interim Lease of Parking Lot at Future Library Site	Make 35-40 unused parking spaces available for public parking to reduce demand for on-street parking. <i>Implements CP 100-18 C.2.b.</i>	\$61,480	\$0	\$61,480

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PROJECT LIST	DESCRIPTION	CPD Contract Funds	Other Partnership Funds	Total Funds
7. UPTOWN Parking Investment	Invest in public parking capacity in Uptown. Developing and implementing a procedure for investing these funds will include these steps: (1) formulating objectives, (2) developing a work program, (3) collecting and analyzing data, (4) refining objectives, (5) analyzing alternatives, and (6) adopting a plan. Throughout, the Partnership will solicit public input. Project(s) identified will be consistent with current technical analyses and funding will be based on merit, community support, matching funds, and consistency with Council Policy 100-18. <i>Implements CP 100-18 C.2.a.</i>	\$1,006,210	\$0	\$1,006,210
<b>FIVE POINTS</b>		<b>\$66,470</b>	<b>\$0</b>	<b>\$66,470</b>
8. FIVE POINTS Parking and Circulation Improvements	Maintain improvement to I-5 underpass (mural installed by world-famous artist at no cost to CPD) that upgrades pedestrian access between trolley station on one side and commercial area on other side. Improving pedestrian access reduces demand for public parking in a congested commercial area. <i>Implements CP 100-18 C.2.e</i>	\$32,271	\$0	\$32,271
9. FIVE POINTS Neighborhood Parking and Circulation Improvement Fund	Projects identified by the neighborhood that are consistent with the Five Points Commercial Neighborhood Parking and Circulation Design will be funded based on merit, community support, matching funds, and consistency with Council Policy 100-18. <i>Implements CP 100-18 C.2.a-e.</i>	\$34,199	\$0	\$34,199
<b>BANKERS HILL-PARK WEST</b>		<b>\$760,467</b>	<b>\$0</b>	<b>\$760,467</b>
10. <del>BANKERS HILL-PARK WEST First Avenue Improvements</del>	Increase parking supply or encourage alternative forms of transportation. Reconfigure traffic lanes on First Avenue between Elm and Fir Streets to reduce auto traffic to two lanes and either (1) use the curb space for additional angled, metered parking or (2) add a bike lane on First Avenue beginning at Elm Street and ending at Laurel Street. Cost of research in FY2010-11 comprises staff time only. <i>Implements CP 100-18 C.2.a.b.e</i>	\$1,499	\$0	\$1,499
11. <del>BANKERS HILL-PARK WEST First Avenue Improvements   Pop-outs</del>	Encourage pedestrian and bicycle modes of transportation by adding painted pop-outs at intersection of First Avenue and Juniper Streets. Cost of research in FY2010-11 comprises staff time only. <i>Implements CP 100-18 C.2.e.</i>	\$1,399	\$0	\$1,399



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PROJECT LIST	DESCRIPTION	CPD Contract Funds	Other Partnership Funds	Total Funds
BANKERS HILL-PARK WEST Parking Lot Agreement	Negotiate public access to parking that is to be built when a vacant block on Fourth Avenue between Fir and Grape Streets is redeveloped in the future. Cost of research in FY2010-11 comprises staff time only. <i>Implements CP 100-18 C.2.a.b.</i>	\$1,399	\$0	\$1,399
BANKERS HILL-PARK WEST Two-wheeled Motorized Parking	Designate locations for motorized, two-wheeled parking. Cost of research in FY2010-11 comprises staff time only. <i>Implements CP 100-18 C.2.a.b.</i>	\$1,399	\$0	\$1,399
BANKERS HILL-PARK WEST Parking and Circulation Improvements   Section 1	Install parking and traffic calming enhancements to improve vehicle and pedestrian movement consistent with existing analyses and recommendations. Fourth Avenue - four-way stop at Juniper Street and painted lane reduction before stop sign; Fifth Avenue - four-way stop signs at Juniper and Grape Streets and painted lane reduction before stop signs; Sixth Avenue from Laurel to Elm Streets - convert to diagonal parking east side only, initiate new lane configuration pilot program, install flashing crosswalks at Juniper and Grape Streets. City will pay for its staff time, paint, and signs. Partnership will pay for flashing crosswalks at \$60,000 each. Non-capital and capital improvements can be initiated in FY2010-11. <i>Implements CP 100-18 C2 a.b.e.</i>	\$61,399	\$0	\$61,399
BANKERS HILL-PARK WEST Parking and Circulation Improvements   Section 2	Install parking and traffic calming enhancements to improve vehicle and pedestrian movement consistent with existing analyses and recommendations. Fourth Avenue - convert parallel to diagonal parking east side only between Laurel and Grape Streets; initiate new lane configuration pilot program, and install painted curb pop-outs at Grape Street. <i>Implements CP 100-18 C.2 a.,b., and e.</i>	\$1,399	\$0	\$1,399
BANKERS HILL-PARK WEST Parking and Circulation Improvements   Section 3	Install parking and traffic calming enhancements to improve vehicle and pedestrian movement consistent with existing analyses and recommendations. Install stop lights at Sixth Avenue and Spruce Street and at Sixth Avenue and Nutmeg Street. <i>Implements CP 100-18 C.2.e.</i>	\$341,399	\$0	\$341,399

	PROJECT LIST	DESCRIPTION	CPD Contract Funds	Other Partnership Funds	Total Funds
17.	<del>BANKERS HILL-PARK WEST Parking and Circulation Improvements   Section 4</del>	Install parking and traffic calming enhancements to improve vehicle and pedestrian movement consistent with existing analyses and recommendations. Install stop signs at Fifth Avenue and Spruce Street with painted lane reduction at stop. Cost of research in FY2010-11 comprises staff time only. <i>Implements CP 100-18 C.2.e.</i>	\$527	\$0	\$527
18.	<del>BANKERS HILL-PARK WEST Parking and Circulation Improvements   Section 5</del>	Install parking and traffic calming enhancements to improve vehicle and pedestrian movement consistent with existing analyses and recommendations. Install stop signs at Fourth Avenue and Spruce, Quince, and Nutmeg streets with lane reduction at stop signs. Install stop signs on Fifth Avenue on Quince and Nutmeg Streets with painted lane reduction. <i>Implements CP 100-18 C.2.e.</i>	\$872	\$0	\$872
19.	<del>BANKERS HILL-PARK WEST Pilot Program Implementing Hillcrest Corridor Mobility Strategy with Paint</del>	Research installation of selected Hillcrest Corridor Mobility Strategy recommendations on an interim basis using paint rather than concrete. Cost of research in FY2010-11 comprises staff time only. <i>Implements CP 100-18 C.2.e.</i>	\$1,399	\$0	\$1,399
20.	BANKERS HILL-PARK WEST Install Bike Racks	Install 30 or more bike racks in the neighborhood, not only on meters but stand-alone bike racks as well, e.g., Newport Avenue in San Diego. Work with community members and Bike Coalition to conduct research and development. <i>Implements 100-18 C.2.e.</i>	\$27,707	\$0	\$27,707
21	<del>BANKERS HILL-PARK WEST Fourth Avenue between Redwood and Palm Streets Sidewalk and Bike Lane</del>	Increase pedestrian, bicyclist, and motorist safety and encourage alternative forms of transportation. Research feasibility of adding diagonal parking, pedestrian pop-outs, sidewalk, and bike lane. Cost of research in FY2010-11 comprises staff time only. <i>Implements CP 100-18 C.2.a-e.</i>	\$2,707	\$0	\$2,707
22	<del>BANKERS HILL-PARK WEST Fourth Avenue and Grape Street Pop-outs</del>	Increase safety at one of the one of the busiest pedestrian intersection identified in the Hillcrest Corridor Mobility Strategy by painting pop-outs at the intersection. Cost of research in FY2010-11 comprises staff time only. <i>Implements CP 100-18 C.2.e.</i>	\$1,835	\$0	\$1,835
23	<del>BANKERS HILL-PARK WEST Neighborhood Parking and Circulation Improvement Fund</del>	Projects identified by the neighborhood that are consistent with the Hillcrest Corridor Mobility Study will be funded based on merit, community support, matching funds, and consistency with Council Policy 100-18. <i>Implements CP 100-18 C.2.a-e.</i>	\$315,527	\$0	\$315,527



	PROJECT LIST	DESCRIPTION	CPD Contract Funds	Other Partnership Funds	Total Funds
	<b>HILLCREST</b>		<b>\$1,297,928</b>	<b>\$0</b>	<b>\$1,297,928</b>
24.	HILLCREST Village Hillcrest Parking Agreement/Validation	Establish agreement terms and begin pilot program to underwrite/lease private parking spaces at Village Hillcrest for business validation program. Cost will be evaluated annually. <i>Implements CP 100-18 C.2.a.b.</i>	\$227,390	\$0	\$227,390
25	HILLCREST Employee Parking Program	Locate and underwrite cost of leasing an employee parking lot. Possible annual payment dependent on contract process. Research, development, and implementation of pilot program FY2010-11. <i>Implements CP 100-18 C.2.b</i>	\$100,000	\$0	\$100,000
26	HILLCREST Upgrade Wayfinding Signs with Solar-powered Lighting	Increase utilization of public, off-street parking by increasing visibility. Wayfinding signs already exist; some or all may need replacement. <i>Implements CP 100-18 C.2.c.</i>	\$50,000	\$0	\$100,000
27	HILLCREST Market Parking Availability to Public	Inform public about parking availability in commercial core areas. <i>Implements CP 100-18 C.2.b.</i>	\$30,000	\$0	\$30,000
28	HILLCREST Research Installation of a Traffic Calming Device	Site is located on University Avenue at Dove Street, the boundary of Hillcrest and Mission Hills. Cost of research in FY2010-11 comprises staff time only. <i>Implements CP 100-18 C.2.e.</i>	\$745	\$0	\$745
29	HILLCREST Normal Street Parking, Blaine to Washington	Rebuild the Normal Street median between Blaine and Washington to add 45 parking spaces. <i>Implements CP 100-18 C.2.a.</i>	\$350,000	\$0	\$350,000
30	HILLCREST Neighborhood Parking and Circulation Improvement Fund	Projects identified by the neighborhood that are consistent with current technical analyses will be funded based on merit, community support, matching funds, and consistency with Council Policy 100-18. <i>Implements CP 100-18 C.2.a-e.</i>	\$539,793	\$0	\$489,793
	<b>MISSION HILLS</b>		<b>\$48,975</b>	<b>\$0</b>	<b>\$48,321</b>
31	MISSION HILLS Replace Single-Head Meters with Multi-Space Meters at Selected Locations	Replace single-head meters with five multi-space meters on: East side of Goldfinch Street between Washington and Ft. Stockton Streets; South side of Ft. Stockton Street between Goldfinch and Falcon Street; blocks of Ft. Stockton in central MH that have narrow sidewalks. Increase convenience of parking by providing modern payment options, reduce environmental impact, increase efficiency, encourage the pedestrian experience, and increase ADA compliance for narrow sidewalks. <i>Implements CP 100-18 C.2.b.e.</i>	\$26,922	\$0	\$26,922
32	MISSION HILLS Close Unused Curb Cuts for Parking Spaces	Provide additional parking spaces by removing five "abandoned" curb cuts. <i>Implements CP 100-18 C.2.a.</i>	\$21,399	\$0	\$21,399

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PROJECT LIST	DESCRIPTION	CPD Contract Funds	Other Partnership Funds	Total Funds
MISSION HILLS Research Installation of a Traffic Calming Device	Site is located on University Avenue at Dove Street, the boundary of Hillcrest and Mission Hills. Cost of research in FY2010-11 comprises staff time only. <i>Implements CP 100-18 C.2.e.</i>	\$654	\$0	\$0
<b>COMMUNITY RELATIONS</b>		<b>\$60,668</b>	<b>\$146,200</b>	<b>\$206,868</b>
Parking Card Program Sales and Management	Sell parking cards, provide public assistance, manage card program and reseller sales; Parking cards are sold at cost.	\$10,104	\$146,200	\$156,304
Construction Mitigation	Work with Council offices and BIDs to alleviate public project impacts on neighborhoods.	\$0	\$0	\$0
Public Awareness	Prepare and distribute a quarterly newsletter, maintain current information on Partnership's website, and provide parking information to public in a variety of formats.	\$17,043	\$0	\$17,043
Community Organizations Liaison	Maintain close working relationships with City staff, community leaders, and political representatives and attend numerous meetings in community.	\$32,994	\$0	\$32,994
Uptown Transit Corridor Monitoring	Review and coordinate community responses to transit changes proposed by MTS three times per year.	\$527	\$0	\$527
<b>GOVERNANCE</b>		<b>\$35,165</b>	<b>\$0</b>	<b>\$35,165</b>
Business & Strategy	Strategic planning; fiscal policies; Board support; legal and corporate matters.	\$21,567	\$0	\$21,567
Management	Office systems and equipment maintenance; Staff work planning and assessment.	\$13,598	\$0	\$13,598
<b>OPERATIONS</b>		<b>\$152,900</b>	<b>0</b>	<b>\$152,900</b>
Rent & Utilities [Accts 7190, 7192, 7260]		\$36,000	0	\$36,000
Insurance [Accts 7071, 7073, 7074, 7075]		\$17,100	0	\$17,100
Payroll Taxes & Benefits [Accts 7164, 7163]		\$30,800	0	\$30,800
Services, Supplies, Maintenance & Repairs		\$69,000	0	\$69,000
<b>TOTAL ALLOCATED FUNDS</b>		<b>\$4,377,003</b>	<b>\$146,200</b>	<b>\$4,522,549</b>
<b>CONTINGENCY FUNDS [5% contract amount]</b>		<b>\$230,369</b>	<b>\$0</b>	<b>\$230,369</b>
<b>UNALLOCATED RESERVE FUNDS</b>		<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>TOTAL = CPD CONTRACT AMOUNT</b>		<b>\$4,607,372</b>	<b>\$146,200</b>	<b>\$4,752,918</b>

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